



**MASSACHUSETTS
MUNICIPAL
ASSOCIATION**

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All Dept Heads
All Board Members

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August 13, 2007

Dear Local Official,

I am writing to invite your community to enter the Kenneth E. Pickard Municipal Innovation Award Program. This award is sponsored each year by the Massachusetts Municipal Association to honor those communities which have developed and implemented inventive and unique programs to increase the effectiveness of local government. If your community has recently put an innovative program into action, the Massachusetts Municipal Association encourages you to apply. Non-winning entries for last year's award may be resubmitted.

Receiving this distinction can be rewarding for your municipality in many ways. Winning entries will be recognized by the general public through a press release by MMA and an article in the *Beacon*. Also, submitting an entry will give your municipality the chance to show appreciation for the hard work of the citizens and employees who helped to make the program successful. Award recipients will be honored with the presentation of a plaque at the awards ceremony as part of the MMA's 2008 Annual Meeting and Trade Show. Participation in this awards program gives communities the opportunity to exchange and promote innovative ideas.

To be considered for this award, please send in two copies of a summary sheet that describes your program, along with two copies of any supplemental information the judges will find useful. Please find enclosed helpful information regarding the program. The advertised deadline is Friday, September 14, 2007. If you need more information, please contact Jackie Le Grand at the MMA at (800) 882-1498 x 104. We look forward to receiving your entry.

Sincerely,

Geoffrey C. Beckwith
Executive Director

Kenneth E. Pickard Municipal Innovation Award

The Kenneth E. Pickard Municipal Innovation Award is sponsored each year by the MMA to recognize municipalities that have developed unique and creative projects or programs to increase the effectiveness of local government. It is named in honor of Kenneth E. Pickard, executive secretary of the Massachusetts League of Cities and Towns from 1969 to 1973. Any city or town that is a member of the MMA is eligible to apply. The awards will be presented at the MMA's Annual Meeting & Trade Show in January 2008. Innovations should present new and different solutions to problems common to municipalities in Massachusetts. Innovative Programs can be instituted in any area of local government.

How to Enter

A summary sheet that details all of the pertinent information **MUST** accompany entries:

- Municipality
- Project Title
- Name of official completing form, with title, address, and phone number
- Date of program/project inception
- Who is involved (individuals and groups)
- Goals (and if they have been achieved)
- Strategy
- Results
- Cost and funding structure (if applicable)
- Any other information that would aid in an overview

Also include any additional materials that would assist the judges in understanding the project or program.

Judging

The MMA sets the criteria. Some of the standards are:

- Project originality or novelty
- Adaptability to other communities
- Cost-effectiveness
- Efficiency or productivity
- Addressing a common community issue
- Consumer/community satisfaction

Judges are selected by MMA staff and are not currently municipal officials. The judges have a strong background and interest in municipal issues, such as former municipal officials, consultants, or professors.

In order to qualify for entry **TWO** copies of all information must be submitted by Friday, September 14, 2007.
Please send all entries to:

Jackie Le Grand
Innovation Award Program
Mass. Municipal Association
One Winthrop Square
Boston, MA 02110

For more information, call Jackie Le Grand at the MMA at (800) 882-1498 x104.